

Message Text

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ACTION EB-07

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FM AMEMBASSY LONDON

TO SECSTATE WASHDC 5522

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UNCLAS LONDON 15718

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: U.K. COUNTRY COMMERCIAL PROGRAM, FY 1976: 1ST
QUARTER PROGRESS REPORT

REF: A) STATE 280182, 12/74; B) LONDON A-649; C) STATE
224058, 9/20/75

1. AS PER REFERENCE C) POST NO LONGER REPORTING ON INCRE-
MENTAL SALES TARGETS.
2. TARGET FIGURES FOR TRADE AND LICENSING OPPORTUNITIES
GENERALLY ON SCHEDULE IN ALL CAMPAIGNS; SOME CAMPAIGNS
OVER, SOME UNDER, BUT NONE SHOW SIGNIFICANT ENOUGH
VARIATIONS TO WARRANT SPECIAL MENTION WITH EXCEPTION OF
CAMPAIGN 7 WHICH DISCUSSED BELOW.
3. REFERRALS OF M-1S AND EVENTS STAGED TO DATE SEEM
TO BE SUFFICIENT TO ALLOW US TO MEET END OF YEAR
TARGETS.
4. DESPITE AUGUST TELCON WITH CMM FOR U.K. IN USDOC
AND INQUIRY CABLE FROM USIS LONDON (USIAC 12983,
8/21/75) WE HAVE YET TO RECEIVE ANY OF THE TECHNICAL
ARTICLES FROM WASHINGTON WHICH THE CCP CALLS FOR.
REQUEST WAG ADVICE AS TO WHETHER THESE ARTICLES
CONTINUE TO CONSTITUTE REALISTIC TARGET FOR U.K. CCP
AND, IF THEY DO, WHEN WE MIGHT EXPECT TO RECEIVE
THEM.

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5. EXCEPTIONAL ITEMS IN SPECIFIC CAMPAIGNS ARE AS
FOLLOWS: CAMPAIGN 1: OIL & NATURAL GAS EXPLORATION:
TARGET 1 (D) ASSUME THIS NO LONGER VALID SINCE SUBJECT
USTC SHOW CANCELLED. CAMPAIGN 4: AEROSPACE: TARGET 2:
FORMATION OF MONITORING COMMITTEE DELAYED PENDING PUB-
LICATION OF EEC DRAFT PROPOSAL ON AEROSPACE. ADVISA-
BILITY OF SUCH COMMITTEE NOW WILL BE REVIEWED. CAMPAIGN
7: PROCESS CONTROL: WE ARE SUBMITTING BY AIRGRAM PRO-
POSED DOWNWARD REVISION OF GOALS FOR THIS CAMPAIGN FOR
FOLLOWING REASONS:

1) ANTICIPATED EXPLOITATION OF NORTH SEA OIL HAS BEEN
SERIOUSLY DELAYED BY A VARIETY OF FACTORS, INCLUDING COST
ESCALATION, TECHNICAL DIFFICULTIES AND GOVERNMENT
POLICIES.

2) PROJECTIONS FOR PETROCHEMICAL INDUSTRY INVESTMENT
CONTAINED IN MARKET RESEARCH CARRIED OUT AS LATE AS THE
SUMMER OF 1975 HAVE BEEN SERIOUSLY UPSET BY INVESTMENT
CUTBACKS ANNOUNCED BY SUBSTANTIAL FIRMS SUCH AS BRITISH
PETROLEUM. ILDUSTRY EXPERTS PREDICT NO PICK UP IN
INVESTMENT DECISIONS BEFORE LAST QUARTER OF 1976 AT
EARLIEST.
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